



TIM GREGG

SENIOR MARKETING AND COMMUNICATIONS SUMMARY

Differentiated by a successful career invigorating organizations, defining brand, shaping stories, capturing clientele and exceeding expectations

Savvy and seasoned business professional, expert in aligning strategy with organization's vision and goals across diverse industries. Extensive career in marketing communications, corporate marketing, public relations and community relations, event management and broadcast journalism. Recognized for honing brand/image, establishing meaningful marketing objectives and accelerating revenue generation. Trusted advisor relied upon heavily by stakeholders for ability to structure, manage, and grow business through relevant and compelling marketing initiatives.

CONTACT INFORMATION

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www.timgregg.com

Located in
College Station, Texas

EDUCATION

Bachelor of Arts
Broadcast Journalism
University of Oklahoma

SKILLS

Business Development
Strategic Planning
Branding
Creative Content
Marketing Communications
Public Relations
Community Relations
Sports Marketing
Social Media Management
Revenue Generation
Video Production
Photography
Web Design
Publishing
Art Direction
Project Management
Team Leadership
Goal-Setting/Attainment

EXPERIENCE

TEXAS A&M UNIVERSITY SYSTEM

2017 – 2022

Freelance writer for TAMUS Chancellor's office. Conceived, constructed, launched and managed a website recounting the history of the TAMUS RELLIS Campus. Authored companion book called *RELLIS Recollections*. Currently working on book of the recent history of the TAMUS Chancellor's office.

TURN-KEY ENTERPRISES, HOUSTON, TX

1998 – 2017

Committed to exceeding expectations for a mix of small-, medium- and large-sized clientele. Through the years, the company has expanded its scope of practice from video production and web design to full-service marketing communications and public relations consulting.

Founder and Owner

Accountable for both business development—courting and securing clients—as well as producing creative content positioning clients in a compelling and persuasive manner across a wide array of disciplines. Provided a broad range of communication tools enhancing companies' marketing endeavors.

Notable project accomplishments:

- Organized and promoted a charitable fundraising campaign for Rebuilding Together Houston generating close to \$250K in pledges—toward \$500K goal—before the campaign actually launched.
- Chronicled customer success stories at Dell Computers, enabling internal constituencies to better gauge the trigger points for sales success and helping to increase revenues in the service sector by more than 20 percent.
- Spearheaded project for the University of Oklahoma's development office. Achieved double-digit increase in contributions within the President's Associates program.
- Stimulated lead generation by as much as 40 percent for a wide variety of clients through innovative website design projects.
- Produced videos for numerous non-profits resulting in accelerated gift giving, most notably a \$20,000 gift directly attributable to video produced for and shown at an annual gala event for The Women's Center of Dallas.
- Client ClubCorp saw a 27 percent increase in member retention as a result of a series of training videos created to help staff better understand customer/member service as a membership-retention initiative.

REFERENCES

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AERIAL COMMUNICATIONS, HOUSTON, TX

Marketing Director

Played a pivotal role in bringing cellular service to market by shaping the company's brand identity and marketing positioning through implementation of corporate marketing plan and development and execution of key local public relations and community relations initiatives. Sales at the six-months-post-launch milestone were 36 percent ahead of company projections.

SOUTHWESTERN BELL CORPORATION

Sports Marketing Area Manager, Corporate Headquarters

Community Relations Manager

Public Relations & Marketing Manager

Outside Sales Representative

Recognized repeatedly for strong performance leading to continuous career progression resulting in promotions from outside sales representative to a highly-coveted position within the corporate sports marketing group. As public relations manager, responsibilities included promotional writing; event management; and, internal and external video communications supervision. As community relations manager, responsibilities included serving on key community boards, coordinating local news relations activities, and providing sales and marketing support.

PHILIP MORRIS, INC.

Public Relations Director, Virginia Slims Championship Tennis

Traveled internationally with women's professional tennis tour representing title sponsor and supporting corporate brand identity while operating as liaison with sponsors, players, media, and tournament organizers at brand-named tournaments. Led change in internal communications protocol to a broad range of public-relations affiliates and promoted corporate positioning through placement of articles in local, national, and international media outlets. Played key role in building recognition for several up-and-coming players and spearheaded efforts to reach untapped market niches among fans, prospective sponsors and media channels.

BROADCASTER AND JOURNALIST

Radio Sportscaster

Earned Oklahoma Associated Press award for Best Sportscast six consecutive years, an accomplishment which has never been duplicated.

Author

Eight published books of non-fiction.

EDUCATION

UNIVERSITY OF OKLAHOMA, Bachelor of Arts in Broadcast Journalism.

FOR MORE INFORMATION, INCLUDING SAMPLE WORK,
VISIT WWW.TIMGREGG.COM